



**STATE OF BAVARIA**  
Office for Economic Development

JARA  
Letter  
sent on 1/16/09

**UNITED STATES OFFICE**

560 Lexington Avenue, 17<sup>th</sup> Floor  
New York, New York 10022-6828

Phone: (212) 317-0588  
(800) 595-2990  
Fax: (212) 317-0590  
E-mail: [info@bavaria.org](mailto:info@bavaria.org)  
Internet: [www.bavaria.org](http://www.bavaria.org)

1/16/2009

Joel Spolsky  
CEO and Founder  
**Fog Creek Software**  
55 Broadway, 25th Floor  
New York, NY 10006



**DLD – Digital, Life, Design Conference Munich January 25-27, 2009**  
**European Expansion – Invest in Bavaria**

Dear Mr. Spolsky:

We are pleased to see that Fog Creek Software is participating in the DLD Conference in Munich, Bavaria on January 25<sup>th</sup>-27<sup>th</sup>. We would like to take this opportunity to introduce The State of Bavaria U.S. Office for Economic Development to you. We offer **cost free** comprehensive services that could greatly benefit Fog Creek Software, if you are considering expansion to continental Europe. Our organization helps American companies find the most profitable and competitive solution for their business in Europe. When you begin to consider site locations we invite you to take a closer look at Bavaria.

The cost-free professional services of our organization include comprehensive information on Bavaria's Information Technology & Communications Cluster and other key industry clusters, contact to industry associations, economic data on Bavaria and financial support programs. Services also include the identification of available sites and facilities based on your specific criteria, assistance with administrative formalities, contact to the Bavarian business and government community, as well as "aftercare" support.

**Bavaria, Germany's leading Information Technology and Communications Cluster, consists of a well-balanced mix of 22,000 SMEs with a total of about 350,000 employees.** Today there are over 850 US companies successfully located in Bavaria, including well-known companies such as Adobe, Apple, BT, Cisco Systems, General Electric, HP/Compaq, IBM, Infineon, Intel, Microsoft, Motorola, Oracle, SAP, Siemens, Sun Microsystems, Texas Instruments just to name a few.

We invite you to visit our website for more information [www.bavaria.org](http://www.bavaria.org).

It would be my pleasure to provide you an introductory information package. We thank you for your consideration and we look forward to following-up with you next week.

Very truly yours,

Jan Danisman  
Deputy Director – Projects



BARA: Emails sent 66  
Letters sent 52  
1/6/09

Dear <Salutation:40> <Last Name:79>:

The State of Bavaria U.S. Office for Economic Development invites you to learn about Galileo related business opportunities:

In Brussels -- January 27th-28th, 2009



Growing Galileo 2009 presents opportunities for <Company:25>

Learn about all areas in which the GSA is seeking project proposals. Learn about successful projects accepted for funding under FP7's first call for GNSS proposals, launched in November 2007. The first call attracted over 80 proposals involving more than 200 organisations, of which 30 projects were approved for a total of €27 million in available funding. The project coordinators of approved projects came from 10 different countries. Grants varied from approximately €300,000 to €2,000,000.

The Growing Galileo Conference will take place on:

**Date:** January 27th-28th 2009

**Venue:** Charlemagne Conference Centre, 170 Rue de la Loi (Wetstraat),  
1049 Brussels, Belgium

**Day 1- Tuesday, 27 January**  
10:00 – 18:00

**GNSS Plans, Strategies and Assistance**

- Galileo and EGNOS programme status
- Keynote speeches from Industry experts
- Project success stories
- International Cooperation
- Networking cocktail

**Day 2 - Wednesday, 28 January**  
9:00 – 13:00

**FP7 Information Day**

- Business Finance: Moving ahead in tough times
- Presentation of the GNSS FP7 2<sup>nd</sup> call
- 1st call results and experiences
- Company networking opportunities

For more details visit: [www.qsa.europa.eu](http://www.qsa.europa.eu)

The Galileo Control Center is located in Bavaria, Germany. The State of Bavaria would be pleased to assist you in achieving your expansion or acquisition objectives in Bavaria, Germany and invite you to view [www.bavaria.org](http://www.bavaria.org) for additional information. For details regarding expansion plans to Bavaria, please contact us at the number or email below. Thank you for your consideration and we look forward to talking with you and welcoming you to Bavaria.

Sincerely,

**Jan Danisman**  
**Deputy Director - Projects**  
The State of Bavaria  
U.S. Office for Economic Development  
New York, NY 10022  
**(212) 317-0588**  
**[jdanismen@bavaria.org](mailto:jdanismen@bavaria.org)**  
**[www.bavaria.org](http://www.bavaria.org)**

About this e-mail

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Name of Brochure	Publisher
Munich Business Welcome Package	City of Munich
Forum Life Science 2009 Announcement	Bayern Innovativ
Munich. The Business Location. 2009	City of Munich
IT - Invest in Bavaria	Invest in Bavaria

079, 774, 33, 771 2, 45  
UNITED STATES INFORMATION UNIT

Date of event	Event	Letters		Emails	
		Nr.	Date sent	Nr.	Date sent
January - June 09	Letter of Introduction: Business Location Bavaria (short version)	multiple		multiple	
January - June 09	Letter of Introduction: Business Location Bavaria (extended version)	multiple		multiple	
January - June 09	Welcome to Bavaria Letters			1	7/1
January - June 09	Introduction Letter - media cluster			5	1/30
<b>January</b>					
27/1-28/1	Growing Galileo - Conference and Exhibition	52	1/6	66	1/6
1/27	Photonics West 2009 State of Bavaria-Province of Quebec- Executive Reception	128	1/15		
1/27	Photonics West 2009-Thank you letter State of Bavaria-Province of Quebec- Executive Reception	5	2/4		
1/25-1/27	DLD-Conference in Munich	2	1/16		
<b>February</b>					
2/2-2/4	AlwaysOn Media Conference	14	1/20		
2/4	Photonics West 2009 State of Bavaria-Province of Quebec- Executive Reception	5	2/4		
<b>March</b>					
3/3-3/5	Munich Satellite Navigation Summit	44	2/9	48	2/9
3/17	MedTech-Pharma-Biotech International One on One Cooperation Event Forum Life Science 2009 International Congress and Exhibition	289	2/9	195	2/6
<b>April</b>					
4/18-4/23	NAB 2009 - National Association of Broadcasters & Digital Cinema Summit			4	4/15
Apr-09	Newsletter Bavaria 1/2009 "Business Bavaria"	138	5/27	657	4/27
<b>May</b>					
5/18-5/21	International Biotech Opportunities: Bavaria/Germany	139	4/28	123	4/27
May-09	A Site Selection Magazine Profile: Bavaria/Germany			646	6/4
5/22	Study shows: Germany is first choice as location for US companies in Europe			154	6/10
<b>June</b>					
6/11	Photonics in Germany - Mailing	63	6/11	33	6/11
<b>TOTAL</b>		<b>751</b>		<b>1932</b>	

2009 JUN 30 PM 2:43  
OFFICE OF THE ATTORNEY GENERAL

2019年11月23日 星期六 14:11:37



**Mailings from the Bavarian Ministry of Economic Affairs, Infrastructure,  
Transport and Technology Office for Economic Development for circulation  
and distribution purposes**

**January 2009 – June 2009**

**FARA LABELING**

<b>1.</b>	01/13/09	Invitation: Evening reception 2 <sup>nd</sup> Anniversary of Bavarian and Quebec Partnership (email)
<b>2.</b>	02/16/09	Email Announcement: Relocation of the State of Bavaria U.S. Office – West Coast Division
<b>3.</b>	03/02/09	Follow-up: Photonics West 2009 (email)
<b>4.</b>	03/16/09	State of Bavaria at GDC 2009 (email)
<b>5.</b>	03/17/09	Invitation: Booth Party at Game Developers Conference 2009 (email)
<b>6.</b>	04/08/09	Newsletter "Business Bavaria" Issue 1, 2009 (email)
<b>7.</b>	05/12/09	Invitation: 10 Years Bavarian Office in California, June 4 <sup>th</sup> , 2009 (USPS)
<b>8.</b>	05/14/09	Invitation: Evening event "Sustainable Energy Solutions Made in Bavaria", Stanford Faculty Club, June 3 <sup>rd</sup> , 2009 (USPS)
<b>9.</b>	05/15/09	Invitation: Evening reception "Sustainable Energy Solutions Made in Bavaria", Stanford Faculty Club, June 3 <sup>rd</sup> , 2009 (email)
<b>10.</b>	05/26/09	Reminder: Evening reception "Sustainable Energy Solutions Made in Bavaria", Stanford Faculty Club, June 3 <sup>rd</sup> , 2009 (email)
<b>11.</b>	06/02/09	Confirmation email: 10 <sup>th</sup> Anniversary of the Bavarian Representative Office in California, June 4 <sup>th</sup> , 2009 (email)
<b>12.</b>	06/23/09	Follow-up: 10 <sup>th</sup> Anniversary of the Bavarian Representative Office in California (email)
<b>13.</b>	06/24/09	Follow-up: Evening reception "Sustainable Energy Solutions Made in Bavaria", Stanford Faculty Club, June 3 <sup>rd</sup> , 2009 (email)
<b>14.</b>	06/30/09	Invitation: Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco (USPS)

**Comment [J1]:** to Photonics West Coast exhibitors

**Comment [J2]:** to GDC 2009 West Coast exhibitors

**Comment [J3]:** to GDC 2009 West Coast exhibitors

**Comment [J4]:** all West Coast contacts

**Comment [J5]:** to 90 selected contacts

**Comment [J6]:** to ca.260 business contacts

**Comment [J7]:** to ca.320 business contacts

**Comment [J8]:** to ca. 290 business contacts

**Comment [J9]:** to 85 selected guests

**Comment [J10]:** to 85 selected guests

**Comment [J11]:** to ca. 130 guests

**Comment [J12]:** to 7 German lawyers

2009 JUN 24 PM 2:37  
STATE OF CALIFORNIA  
OFFICE OF THE ATTORNEY GENERAL

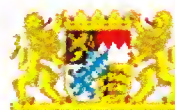
paloalto

**From:** paloalto [paloalto@bavaria.org]  
**Sent:** Tuesday, January 13, 2009 9:50 AM  
**To:** paloalto@bavaria.org  
**Subject:** Invitation to evening reception  
**Attachments:** image005.jpg; image006.jpg; image004.jpg; image003.jpg;  
INVITATION\_EVENING\_RECEPTION.pdf

COPY

①.

Québec



*To celebrate the 2<sup>nd</sup> anniversary of the  
Bavarian and Quebec partnership in the field of photonics  
and to support ongoing business relationships,*

*Mr. Denis Turcotte*

*Québec Representative in the Western U.S.  
and*

*Dr. Lucie Merkle*

*Executive Director for the State of Bavaria Office in Palo Alto,*

*invite you to a reception on  
January 27, 2009 from 6:00pm to 9:00pm  
at the Sainte-Claire Hotel (St. Claire Room, 2<sup>nd</sup> floor)  
302 South Market Street, San Jose, CA 95113*

*RSVPs by January 22, 2007  
To : (650) 566-1155 or email: [paloalto@bavaria.org](mailto:paloalto@bavaria.org)*



Réseau phonique du Québec  
Quebec Photonics Network



**State of Bavaria United States Office  
West Coast Division**

555 Hamilton Avenue, Suite 130  
Palo Alto, California 94301  
Phone: +1 (650)-566-1155  
Fax: +1 (650)-566-1188

1/15/2009



[paloalto@bavaria.org](mailto:paloalto@bavaria.org)  
[www.bavaria.org](http://www.bavaria.org)  
[www.invest-in-bavaria.org](http://www.invest-in-bavaria.org)

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2.

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State of Bavaria U.S. West Coast Office has moved

Please note our new address  
388 Market Street, Suite 1050  
San Francisco, CA 94111  
T. +1 415 362 1001  
F. +1 415 362 1030

State of Bavaria United States Office - West Coast Division  
[palalto@bavaria.org](mailto:palalto@bavaria.org)  
[www.bavaria.org](http://www.bavaria.org)  
[www.invest-in-bavaria.org](http://www.invest-in-bavaria.org)

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paloalto

**COPY**

**From:** paloalto [paloalto@bavaria.org]  
**Sent:** Monday, March 02, 2009 4:22 PM  
**To:** paloalto@bavaria.org  
**Subject:** Photonics West 2009  
**Attachments:** image003.jpg; image001.png; Bayern\_Photonics\_2009.pdf



**State of Bavaria**  
United States Office for Economic Development /  
West Coast Division

March 2, 2009

**Photonics West 2009**

Dear Sir or Madam,

It was a pleasure talking to you at the Photonics West exhibition last month. We hope you had a successful show. If your company is considering a future overseas expansion, we would like to offer our free of charge services.

Bavaria is the number one location for the photonics industry in Germany with more than 450 companies in this industry. *Invest in Bavaria*, the business development and location marketing division of the Bavarian Ministry of Economic Affairs is your partner for your overseas business development project. The State of Bavaria U.S. West Coast Office in San Francisco offers you individual assistance in finding a business location and to establish contact with key partners in Bavaria, Germany.

We would also like to invite you to visit the upcoming LASER World of PHOTONICS trade fair in Munich, taking place June 15-18, 2009.

Munich, the business capital of Bavaria is an internationally renowned high-tech location and as one of the most beautiful cities in Europe, it offers you many cultural highlights to explore.

If you have any questions please feel free to contact the State of Bavaria U.S. West Coast Office in San Francisco any time.

Best regards,

Dr. Lucie E. Merkle

2009 03 03 PM 2:23  
COMMUNICATION UNIT

3/2/2009

**State of Bavaria United States Office - West Coast Division**

388 Market Street, Suite 1050  
San Francisco, California 94111  
Phone: +1 (415)-362-1001  
Fax: +1 (415)-362-1030

[paloalto@bavaria.org](mailto:paloalto@bavaria.org)

[www.bavaria.org](http://www.bavaria.org)

[www.invest-in-bavaria.org](http://www.invest-in-bavaria.org)

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**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: [lemerkle@bavaria.org](mailto:lemerkle@bavaria.org)  
Internet: [www.bavaria-westcoast.com](http://www.bavaria-westcoast.com)

4.

March 16, 2009

2009 MAR 23 PM 2:33  
COMMUNICATION UNIT

Dear Friends and Colleagues,

We would like to inform you that the State of Bavaria U.S. West Coast Office in cooperation with "Invest in Bavaria" will exhibit at GDC – Game Developers Conference 2009 in San Francisco (<http://www.gdconf.com/>). The exciting Bavarian game developing companies "Artificial Technology GmbH", "Brainmonster Studios GmbH" and "HandyGames GmbH" will present their products and technologies at our booth.

GDC 2009 will be held from March 25<sup>th</sup> to 27<sup>th</sup>, 2009 in San Francisco (Moscone Center, North Hall). Please find your free exhibition ticket enclosed. We look forward to welcoming you at the Bavarian booth # 6534 during GDC 2009. Please join us also for our booth party in the exhibition hall on Wednesday, March 25<sup>th</sup> from 4.30pm to 6.00pm.

Please do not hesitate to contact us with any questions or concerns.

Best regards,

Lucie E. Merkle  
Executive Director

**Caroline Eckert**

**From:** paloalto [paloalto@bavaria.org]  
**Sent:** Tuesday, March 17, 2009 12:48 PM  
**To:** 'team2@bavaria.org'  
**Subject:** State of Bavaria at "GDC 2009"  
**Attachments:** image001.png; image002.jpg



**State of Bavaria**

United States Office for Economic Development /  
U.S. West Coast Division

March 17, 2009

## Game Developers Conference 2009

Dear Exhibitor,

with only a few days from the opening of the Game Developers Conference, San Francisco, we would like to inform you that the State of Bavaria will be exhibiting, March 25-27, 2009.

The State of Bavaria West Coast office in San Francisco, California is one of 20 world wide representative offices of the Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology. Our mission is to provide information and assistance to West Coast companies interested in expansion or investment opportunities in Bavaria. Our services are free of charge and without obligation.

We cordially invite you to visit us at our booth:

**6534 North Hall**

The team of Invest in Bavaria would also like to invite you to our booth party on

**Wednesday 25<sup>th</sup> March, 2009 from 4:30 pm – 6:00 pm**

with an authentic Bavarian Music Duo, beer and snacks.

If you have specific questions about a possible expansion to Bavaria, we will be happy to arrange a one on one meeting with one of our Invest in Bavaria representatives.

Please feel free to contact the State of Bavaria office in San Francisco any time.

We wish you a successful Game Developers Conference and Exhibition 2009 and look forward to welcoming you at our booth!

7/9/2009



Your State of Bavaria West Coast Team

\*\*\*\*\*

***The State of Bavaria Office has moved to San Francisco.  
Please note our new contact data:***

\*\*\*\*\*

***State of Bavaria United States Office - West Coast Division***

388 Market Street, Suite 1050

San Francisco, California 94111

Phone: +1 (415)-362-1001

Fax: +1 (415)-362-1030

[sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)

[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

\*\*\*\*\*

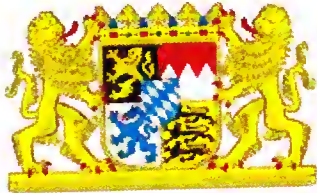
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7/9/2009

paloalto

**From:** San Francisco [sanfrancisco@bavaria.org]  
**Sent:** Wednesday, April 08, 2009 11:23 AM  
**To:** San Francisco  
**Subject:** Newsletter "Business Bavaria"  
**Attachments:** BusinessBavaria\_en\_01.pdf



**State of Bavaria**

United States Office for Economic Development /  
U.S. West Coast Division

April 08, 2009

Dear friends and colleagues,

The State of Bavaria Office – West Coast Division is pleased to present our new newsletter

**“Business Bavaria”**

It will provide you with economic data, news on scientific research and groundbreaking developments, introductions to promising locations, portraits of outstanding personalities as well as touristic and sporting information in, of and from Bavaria.

From now on, “Business Bavaria” will be released every three months.

If you need specific information or if you have any questions or concerns,  
please don't hesitate to contact us at our new San Francisco Office.  
(Please note our new contact data)

**State of Bavaria United States Office – West Coast Division**  
**388 Market Street, Suite 1050**  
**San Francisco, CA 94111**

T: +1 (415) 362 - 1001  
F: +1 (415) 362 - 1030  
[sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)

We hope you enjoy reading news on Bavaria.

Best regards,

The State of Bavaria Team

\*\*\*\*\*

***The State of Bavaria Office has moved to San Francisco.  
Please note our new contact data:***

\*\*\*\*\*

***State of Bavaria United States Office - West Coast Division***

388 Market Street, Suite 1050  
San Francisco, California 94111

Phone: +1 415/ 362-1001  
Fax: +1 415/ 362-1030

[sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)  
[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

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Invest

in Bavaria

## BUSINESS BAVARIA

Issue 1 | 2009

### What's inside

- **Munich: European real estate's best bet!**
- **Starnberg: Germany's number one county**
- **Q&A: The big question**
- **Famous Bavarians: Ludwig I**
- **Bavaria's hidden champions**
- **Sports location Bavaria**
- **Regensburg's red-hot research community**
- **Products for a better world**
- **Tradefairs in Bavaria and abroad**
- **New and newsworthy**

## Bavaria: beating the worldwide blues in 2008...

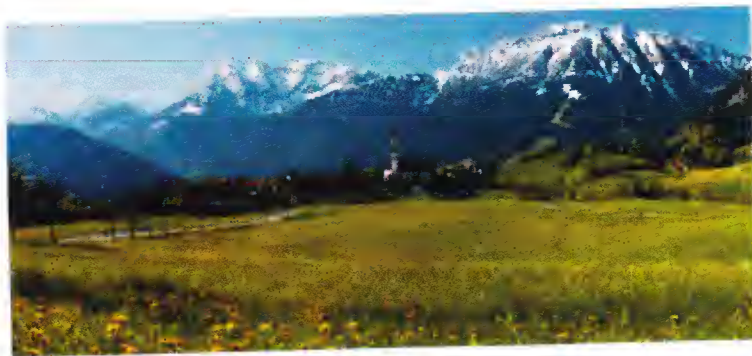
A world plunging into recession, a state setting new records for exports, purchasing power, employment and many other key indicators.

That was the story of 2008 in Bavaria, whose records are, of course, interrelated. The state's unmatched ability to sell its products and services abroad and at home yields the employment giving state inhabitants their prosperity. According to Martin Zeil, Bavaria's economics minister, these records have two common causes. "Diversity and depth. Rather than being dependent on one or a few markets or industries, our business community is active and a leader in all of them. And in each of these sectors we have a number of companies which are among the strongest in the world," notes the minister.

As he adds: "This diversity is also shown in our export markets. We got in on the ground floor of the development of such new engines of the world economy as BRIC (Brazil, Russia, India and China) and the CEE (central and eastern Europe). These mar-

kets have been growing explosively - and our exports with them."

This diversity is also shown by the products being sold on these markets. "While our mainstays - automobiles, industrial facilities and equipment, electronics and chemicals - more than held their own on world markets in 2008, our large and fast-growing environmental technologies (see related article in this magazine), energy engineering and food processing sectors were registering breakthrough successes," Zeil states. "Our business community is meeting the world's hunger for food, water and for technologies producing them effectively, and for systems efficiently yielding clean and abundant energy and remedying environmental problems," concludes the minister.



This diversity and depth are also shown in purchasing power and employment. Twelve of Germany's 25 most prosperous cities and counties are located in Bavaria. Not bad for a state which accounts for one seventh of the country's population. Correspondingly, the counties with the lowest rates of unemployment are found in the state. All of the state's counties have achieved major-sized rises in employment over the past few years.

Zeil concludes: "This diversity is also shown in our tourism industry. Rather than relying on the Alps, Munich, Nuremberg, Rothenburg ob der Tauber and our other classic hits, my ministry has worked closely with what were our lesser well-known regions in the rest of the state, so as to find and capitalize upon their strengths."

Case in point: Eastern Bavaria, which took its abundance of thermal springs and rolling green meadows and turned itself into Germany's leading spa and golf area. Eastern Bavaria chalked up no less than more than 5 million overnight stays in 2008.

### 2008: Bavaria's record year

**Exports:** These set a new record for the 15th year in a row, reports Bavaria's economics minister Martin Zeil, thanks to explosive rises in sales made to the BRIC (Brazil, Russia, India and China), CEE (central and eastern Europe) and Latin American regions.

**Tourism:** In 2008, 27 million tourists visited Bavaria, registering 77 million overnight stays in the process. These were all-time highs for Bavaria and, as Bavaria is the perennial number one in German tourism, for any state in the country.

**Purchasing power:** As of the turn of the year, it amounted to €20,571 per capita in Bavaria - the highest figure ever registered in Germany.

**Employment:** In August, the state set a new record for gainfully employed - 4.6 million. Bavaria's rates of unemployment remained historically low - 4% - towards the end of the year.





## Munich: European real estate's best bet!



For investors looking for a safe and profitable haven in Europe in 2009, Munich is the place to go, states PricewaterhouseCoopers (PwC), in its "Emerging Trends in Real Estate Europe 2009". The report used forecast returns and levels of risk to rank Europe's 27 property markets.

Nabbing by far the number one spot was Munich. Ac-

cording to PwC, the health of Munich's property market stems from that of its best-in-Europe economy. In making this assessment, PwC cited the decline in unemployment and the rises in population and consumer spending currently being experienced by the city.

Behind these rises: Munich's high-performing and "diverse economic base. It mitigates risky investment," states PwC.

Another advantage is that Munich's financial sector, as is the case with those of Bavaria and Germany as a whole, "has emerged largely unscathed from the subprime lending crisis and the recent global bubble for property prices," concludes PwC.

## Starnberg: Germany's number one county



© ixeilio.de / miasign

There are a number of towns in this county of 130,000, and they are home to a business community which is the most powerful in Germany, according to respected business journal Focus Money. Its 2008 rankings of Germany's counties awarded Starnberg the top spot.

In compiling its rankings, Focus Money used the key

indicators of local value added, purchasing power, population growth, rate of employment, innovativeness and solvency. In view of these indicators, it's not surprising that nearly all of the other top ten finishers in the rankings came from Bavaria, including Munich (#2), Pfaffenhofen a. d. Ilm (#3) and Ingolstadt (#4).

Starnberg's best-in-Germany business community is comprised of some sectors which you would expect - including tourism and food production and processing - and some you might not.

Such as aerospace. That's thanks to Oberpfaffenhofen. The town is the site of the complex maintained by DLR - Germany's national aerospace agency. The complex is home to no less than eight institutes, each a leader in its field of space transport and satellite navigation systems. DLR, in turn is a hub for an adjoining and large-sized community of providers of aviation and space technology development and deployment services.

## Key figures

**2000 companies** form Bavaria's environmental technologies sector. They hold a 4% share of the rapidly-growing world market. The sector's node: Augsburg and the rest of the Swabian region. Among the sector's innovations:

### the world's most efficient solar receivers.

Developed by Nikolaus Benz and Thomas Kuckelkorn at the Schott group's research facilities in the eastern Bavarian town of Mitterteich, this prize-winning CSP (concentrated solar power technology) is best (most efficient and durable) in the world at turning the sun's rays into steam driving turbines driving power plants. The CSP receivers will form part of the next generation of parabolic trough power plants. Found in the world's sunbelt, these, in turn, are expected to be the mainstays of international electricity production in the decades to come.

**33.5 million** passengers made their ways through Munich, Nuremberg and Memmingen airports during the first ten months of 2008. That was up a strong 2.6% over the state's three international airports' performance in 2007.

Munich maintained in 2008 its role of being one of Europe's fastest growing major airports, recording a **3.1% rise** in passengers - to 29.6 million.

## Founding stones



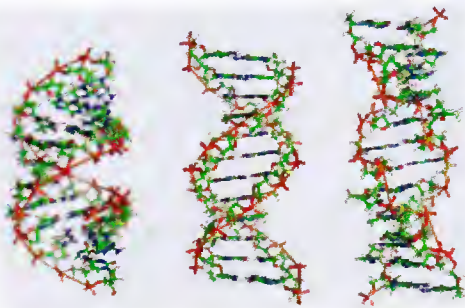
### The Lower Bavarian Forum

Lower Bavaria is a large-sized, largely agricultural region. Its main centers of business are Landshut (its capital), Straubing, Deggendorf and Passau. The recent founding of the Lower Bavarian Forum (Niederbayern Forum) is designed to foster ties among the region's communities and their companies, and with their neighbors in the Czech Republic and Austria.

## Bavarian prize-winners

### Patrick Cramer - Ernst Jung prize for medicine

The managing director of the University of Munich's Gene Center has won yet another major prize for his discovery of how DNA transcribes itself into RNA. This act is nature's way of transferring 'building instructions' in and among cells. Other prizes recently won by Cramer include one from the Bayer Science and Education Foundation, plus Germany's Leibniz Prize for Scientific Achievement, and the Philip Morris Research Prize.



### Martin Stetter - Siemens Researcher of the Year

Detecting tumors before they have a chance to form - while they are still nothing more than incipient changes in the network of genes, proteins and metabolites comprising human tissues. The software developed by Siemens' researcher of the year Martin Stetter has the potential to realize this objective. Stetter's software is an expert at 'reading' these networks. To do such, the program first simulates the changes expected to be triggered by the inception of a tumor, then compares the changes with those arising from actual cases. The result is a 'self-teaching' tool capable of early-stage diagnoses of ever-greater precision.



© Siemens press picture

## The big question: "Are you the master of life?"

Time magazine recently called Simon Moroney the "master of an antibody erector set which could turn the tide against autoimmune diseases". The World Economic Forum named Moroney, CEO of the Munich-headquartered MorphoSys, one of its World Technology Pioneers 2009. Financial analysts regard Morphosys' HuCAL (Human Combinatorial Antibody Library) as being one of the prime assets in world biotech - along with the company's pipeline of proprietary medications.



**Q.:** Are you the master of life?

**A.:** Not really. We've copied some of Nature's genius, and put it in a test tube, to work with it.

**Q.:** Your Human Combinatorial Antibody Library is comprised of 45 billion human-use antibodies. How do you keep track of them?

**A.:** We use a simple technology to connect the result with the underlying master. We make sure to preserve the master, as doing such allows us to copy it as often as we want.

**Q.:** Forty-five billion would seem enough. Why are you still creating more and more of them?

**A.:** Antibodies are great molecules. They allow you to target a large number of diseases. There's a simple rule: the greater the selection of antibodies, the better the medications.

**Q.:** What kind of medications result from the employment of your customer-made antibodies?

**A.:** All kinds of drugs against all kinds of such life-threatening diseases as cancer or autoimmune disorders.

**Q.:** Why is MorphoSys thriving while other biotechs are struggling?

**A.:** We generate revenues from our proprietary technologies. This provides us with independence from capital markets - a true luxury nowadays.





## Where Bavaria's sports greats got off to the great starts

Be they football, speed skating, skiing, golf, bobsledding or triathlon, Bavaria has champions in every sport. The slopes, runs, courses and playing fields on which these champions molded themselves into record-breakers and gold medal winners are in the state - and are available for use by the general public.



### Anni Friesinger and Inzell

Seven world records, 15 world championships, 2 Olympic gold medals--Anni is one of the world's premier speed skaters. Born in the southeastern Bavaria town of Bad Reichenhall, she honed her skills at the skating stadium in the neighboring town of Inzell.



### Maria Riesch and Garmisch-Partenkirchen

Four slalom first places in a row in 2008/9, 10 in her young career, a World Championship in 2009 - Maria Riesch is one of world skiing's top stars. Maria was born in the southern Bavarian Alpine resort of Garmisch-Partenkirchen and learned to ski on the mountains rising around it.

### Bernhard Langer and Anhausen

Located near Augsburg, Anhausen is where Bernhard Langer, long Germany's best golfer, was born and where he learned to play golf. His career started at a nearby course in Augsburg. Langer went on to win two US Masters titles, and to be ranked number one on the PGA tour in 1986.



### Faris al-Sultan and Munich

The winner of 2005's Iron Man event on Hawaii (considered the world's most grueling athletic event), al-Sultan is one of the world's best triathletes. Al-Sultan developed his world-best stamina and cycling, running and swimming skills in his home town of Munich.

### Georg Hackl and Schönau am Königssee

Georg is the most successful luger of all time. Born in Berchtesgaden, he learned his craft at the tobogganing course in Schönau am Königssee - as did such other world champions as Susi Erdmann, Alexander Resch and Patrick Leitner. The run is open to the brave souls among the general public!



© pixelio.de / Michael König

## Famous Bavarians: Ludwig I



Munich was recently ranked the world's most livable city. Munich has long been one of the world's top tourist and business destinations. Munich owes a lot to Ludwig I (1786-1868).

Like its look and feel. They came from Ludwig's vision of turning a medieval city into a modern-day Athens or Florence (he loved both cities), in which leading artists and scientists would congregate and work in green, gracious and Grecian and/or Italianate surroundings.

To realize his vision, Ludwig gave carte blanche to his favorite architects - Leo von Klenze and Friedrich von Gärtner. The result was much of the city's downtown and a number of the beautiful avenues and squares adjoining it.

In addition to the arts, architecture and the sciences, Ludwig had, unfortunately, another passion: the company of such beautiful courtesans as Lola Montez. This passion cost eventually his throne. But not before his vision had been realized - much to the delight of today's travelers and residents.



## Innovation@home: Regensburg's red-hot research community

GE, the world's largest high-tech, has set up yet another mission-critical R & D facility in Bavaria. This one's location: Regensburg, itself home to "home-grown" high-techs revolutionizing their fields. Eastern Bavaria's Regensburg (population: 133,000) may not be the largest city in the world, but its research community certainly has a world-class breadth and impact.

Newest arrival to the community is General Electric. Its GE Aviation subsidiary is set



to commission in spring 2009 its research facility in the city. Expected to be joined by production operations, the facility will develop what Scott Ernest, vice president and general manager of supply chain operations at GE Aviation, has called "some of the most complex and technically challenging production processes in the field of aircraft construction."

The processes are set to produce the low-weight turbine blades forming the heart of the energy-efficient engines so needed for environmentally-compatible jet planes. GE joins such home-grown path-blazers as Geneart, widely considered one of the hottest biotechs in the world. One reason for this acclaim is the EuroVacc vaccine. Now in Phase II trials, the vaccine is widely regarded as being one of humanity's best hopes of beating HIV.

Geneart created and licensed the patented genetic sequences upon which the vaccination is to be based. Such feats of gene and plasmid synthesis and evolution have made the company, which was founded in 2000 by Dr. Ralf Wagner, one of the world's hottest biotechs.

Proof of this assertion comes from the company's having won in October 2008 the European Biotechnika award, conferred upon the continent's most promising biotech. Other path-blazing biotechs in Regensburg include Antisense, whose protein production suppression technology is considered one of the world's most promising approaches to fighting cancer.

Nor are aviation and life sciences the only specialties of Regensburg's red-hot technology community. CipSoft, the developer and provider of one of Europe's leading massively multiplayer on-line games, heads the city's burgeoning IT community. Possessor of technologies which are revolutionizing illumination, Osram Opto Semiconductor is just one of a number of microelectronics and optronics leaders in Regensburg.

### GE and Bavarian research: a close and multifaceted relationship

In setting up its facility in Regensburg, GE Aviation was following suit of the technology giant's health care and corporate research arms, which also recently established world-class centers in Bavaria.

## Hidden Champions

### Can Do - creators of software enabling multisite, multiparty projects

Germany's Prize for Innovation in 2007 and Bavaria's Export Prize for 2008 - Munich's Can Do GmbH is being awarded major prizes almost as fast as it is securing major commissions.

And that's very fast. Founded in 1994 by Thomas Schlereth, the young company was awarded so much work in 2008 that it doubled its turnover. The commissions are mostly for Can Do Project Intelligence, which is reportedly the first and only software capable of managing projects under 'real world conditions' - large and varying numbers of participants, of facilities and of items being developed and supplied; and ever-changing and imprecise project goals, procedures and conditions.

### TST Biometrics - the world's best fingerprint recognition system



IDs can be stolen or faked. Faces can be altered. A person's biometrics (intrinsic and unique physical characteristics) are immutable.

That's why biometric technologies - most based on fingerprints and irises

- have become the basis of advanced access management control systems. Conventional fingerprint-based systems use the impression made by the fingerprint resting upon the screen to generate an image, which is then matched with that registered for the user. The problem: the pressure of the contact often distorts these images, lowering their quality of identification in the process. Enter Munich's TST Biometrics GmbH, which offers the world's first and only no-contact fingerprint recognition system. In TST's BiRD series of devices, the user's fingertip is placed above a window and upon a rest. Below the window are light sources. After bouncing off the fingerprint, the light is gathered by a lens, which then relays it to a ultra-small and precise, CMOS chip-based camera. The technological edge enjoyed by TST's products are expected to make them as omnipresent in tomorrow's world as today's ATMs and in-facility security control stations.

## Products for a better world

### Bau-Fritz's look-good, feel-good, are-good houses

In 2008, Dagmar Fritz-Kramer was named Germany's businesswoman of the year. She also won "Career of the Year", a prize awarded to Germany's best manager. Located in Erkheim, a town in southwestern Bavaria's Allgäu district, her Bau-Fritz GmbH & Co. KG was named Germany's most family-friendly company.

In the previous two years, Bau-Fritz nabbed awards for its house kits' architecture, quality and environmental-compatibility.

All these awards stem from Dagmar Fritz-Kramer's 'local and natural' philosophy. The materials going into the kits, which range in size from one-family houses to apartment buildings, and include churches, daycare centers and official buildings, are procured locally and are natural (primarily wood).

These natural materials join with state-of-the-art technology, proprietary-developed innovations in making the houses healthy and energy-conserving. The striking beauty of the houses is also a local product - from the in-house design team headed by Ms. Fritz-Kramer herself.

This "local only" philosophy applies to the production of the kits. Rather than farming out the manufacturing of their component parts to low-wage countries, Ms. Fritz-Kramer insists on production being carried in the Allgäu.



### GranMalt's beer granules

Beer whenever and wherever you want it - be it in the trackless depths of the Mojave Desert or while cruising the Pacific or on top the highest mountains.

Sounds like every beer-lover's dream, doesn't it?

It is now a reality, thanks to Gerhard Kamil and his GranMalt company. This Bavarian brew master has come up with a way of distilling beer down into an ultra-stable granules. All that is required to turn it into beer is to add water. The granules can also be used as the basic of no-alcohol fruit and soft drinks.



### Titan Bags - the world's coolest suitcases

Titan suitcases are iPod-pretty and popular.

And like the iPod, these suitcases, which range in style from alluring luminescent to space-age high-tech, have become indispensable accessories of people-on-the-go.

So much so that Penzberg's Thomas Wagner GmbH sold no less than 3 million Titan Bags in 2008 - by far the highest total in the company's history.

The reasons for the Bags' popularity: not only are they pretty, but, thanks to a number of proprietary patents, they are also the sturdiest (impossible to scratch or deform), lightest and most compact suitcases around (very important in an era of ever-stiffer hand baggage rules).

The Titan Bags' attractiveness stems from the designs created by Wagner and the team which he heads.





## New and newsworthy

### Nuremberg's trade fair center: top-ten in Europe and fastest growing in Germany

Over the last decade, Nuremberg was the fastest growing trade fair venue in Germany, reports an authoritative study. This sustained growth boosted Nuremberg into the ranks of Europe's top ten trade fairs grounds.

How strong and sustained the growth has been is shown by the 2008 figures registered by NürnbergMesse, the city's trade fair authority. The year was the best in the authority's history, with its having registered rises over 2006 (benchmark year of comparison) of 20%, 11%, 6% and 7% in turnover, number of exhibitors, space taken up and trade visitors.

**Key fact:** over the last ten years, the authority has more than doubled its turnover to 2008's €150 million.

### Yet another Russian top tech sets up shop in Bavaria

When Russian high-techs go international, they head to Bavaria. To date, 33 of these high-techs have set up operations in Bavaria. Their ranks include such IT luminaries as Kaspersky Labs and ABBYY. Latest newcomer is FAS. Headquartered in Yekaterinburg, the company is a major developer of software easing and expediting retailing and wholesaling. FAS' reasons for picking Bavaria: its central location in Europe and its great air, rail and road links make it the gateway to the continent, states managing director Sergey Martyanov.

### America's AGCO makes its largest investment ever: in Bavaria

Headquartered in Georgia, AGCO is one of the world's leading producers of agricultural vehicles and equipment. One of its chief subsidiaries is Fendt, headquartered in Marktoberdorf (a town in Bavaria's southwestern Allgäu district) and itself a major manufacturer of tractors.

AGCO recently launched a €170 million program of investment - reportedly the largest in the corporation's history - in Fendt's production facilities in Bavaria. To be concluded by 2012, the investment will boost by one third the facilities' output.

### Onwards and upwards in Hochfranken (Uppermost Franconia), thanks to GEALAN's new production facility

Hochfranken has set its sights on becoming one of Europe's center of automotive supply. To that end, the region now has a thriving automotive suppliers' park and automotive engineering center in Hof, the region's 'capital city'.

GEALAN's €9 million investment indicates that this northernmost Bavarian region is well on its way towards achieving this ambitious goal. The company is a major manufacturer of formed plastic parts for the automotive and other industries. Its investment went for a new production facility.

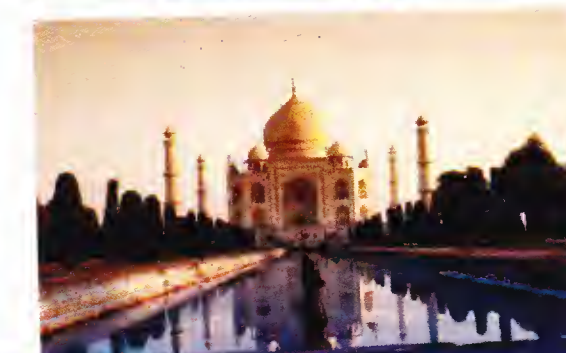
GEALAN becomes the latest supplier to make major-sized investments in Hochfranken, which has been establishing itself as a key center of automotive engineering.

### Get ready for the Global India Business Meeting!

It's going to be held for the first time and it's going to be a blockbuster: the Global India Business Meeting. Date and venue are June 28-30, 2009 in Munich. This event brings together India's leading businesspersons and their counterparts from elsewhere on the globe.

Co-hosting this global get-together are the Federation of Indian Chambers of Commerce, the government of the state of Bavaria, Messe München (Munich's trade fair authority) and VBW (the association of Bavaria's business community). Eligible to attend are CEOs of leading companies.

© NürnbergMesse





## Bavaria goes abroad &gt;&gt;&gt;

## Business trips:

**Cambodia**

medical technologies  
May 13 - 16

**Romania**

forest technologies  
May 25 - 27

**Russia**

infrastructure,  
construction, energy,  
medical technologies  
May

**Eastern Russia**

industrial engineering  
July 15 - 24

**Ukraine**

construction  
autumn

## Delegations:

**Slovenia**

October 2 - 3  
Registration by June

**India**

October 25 - 31  
Registration by July

**Cuba and Columbia**

November 1 - 8  
Registration by July

**Poland**

November 25 - 27  
Registration by August

## For further information:

Bayern International  
Ms. Agnieszka Eckert  
aeckert@bayern-international.de  
www.bayern-international.de  
+49-89 660 566 301



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## Trade fairs in Nuremberg:

**SMT/HYBRID/PACKAGING**

May 5 - 7  
Microelectronics systems and integration

**e\_procure & supply**

May 6 - 7  
E-procurement systems

**Sensor + Test**

May 26 - 28  
Measurement and testing systems

## Trade fairs in Munich:

**transport logistic 2009**

May 12 - 15  
Logistics and transport technologies

**INTERSOLAR 2009**

May 27 - 29  
Solar technologies, components and systems

**LASER World of Photonics 2009**

June 15 - 18  
Components, systems and applications for optical technologies

## Meet Invest in Bavaria at:

**NAB, (Bavarian Pavilion, Stand SU9924C)**

April 20 - 23, Las Vegas

**Hanover Trade Fair (Hall 13, Stand E31)**

April 20 - 24, Hanover

**transport logistic (Hall B3, Stand 317/418)**

May 12 - 15, Munich

**BIO (German Pavilion, Stand 2533)**

May 18 - 25, Atlanta

**INTERSOLAR (Hall B6, Stand 410)**

May 27 - 29, Munich

**LASER World of Photonics 2009**

June 15 - 18, Munich

To set up an appointment with us or to get further information, please give us a call at +49 89 2162-2630 or send an e-mail to [info@invest-in-bavaria.com](mailto:info@invest-in-bavaria.com)





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## Contact

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### Invest in Bavaria

Bavarian Ministry of Economic Affairs,  
Infrastructure, Transport and Technology  
Prinzregentenstrasse 28  
80538 Munich, Germany  
Tel.: +49-89 21 62-2642  
Fax: +49-89 21 62-2803  
[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

Should you wish to subscribe  
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**Caroline Eckert**

**From:** San Francisco [sanfrancisco@bavaria.org]  
**Sent:** Friday, May 15, 2009 1:24 PM  
**To:** team2@bavaria.org  
**Subject:** Invitation  
**Attachments:** image001.jpg



2009 JUN 23 PM 2:39  
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State of Bavaria United States Office (West Coast Division)  
388 Market Street, Suite 1050  
San Francisco, CA 94111

## Invitation

The State of Bavaria U.S. West Coast Office cordially invites you to an evening event on

### “Sustainable Energy Solutions Made in Bavaria”

**Date:** Wednesday, June 3<sup>rd</sup>, 2009

**Time:** 6.00pm to 9.00pm

**Location:** Stanford University Faculty Club (“Main Dining Room”)  
Lagunita Drive, Stanford, CA 94305

**Program:**

6.00pm **Welcoming Remarks**

**Martin Zeil**, Bavarian State Minister for Economic Affairs, Infrastructure,  
Transport and Technology and Deputy Minister President of the State of Bavaria

6.20pm **Sustainable Energy Solutions: A Vote for an Energy Mix**

**Prof. Dr. Jochen Fricke**, Bavarian Center for Applied Energy Research (ZAE  
Bayern), Wuerzburg

7.00pm **Bavarian Evening Reception**

### Meet the Mini E - Sneak Peak and an Orientation...

This event is organized in cooperation with the BMW Technology Office, Palo Alto. Guests have the opportunity to “meet” the brand new electric Mini E.

Please RSVP by May 29<sup>th</sup>, 2009, Tel: +1.415.362.1001, Email: [sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)  
Dress code: Business Casual

**Caroline Eckert**

**From:** San Francisco [sanfrancisco@bavaria.org]  
**Sent:** Tuesday, May 26, 2009 1:38 PM  
**Subject:** Invitation  
**Attachments:** image001.jpg



State of Bavaria United States Office (West Coast Division)  
388 Market Street, Suite 1050  
San Francisco, CA 94111

## Reminder: State of Bavaria evening event

You have received an invitation to an evening event

### **“Sustainable Energy Solutions Made in Bavaria”**

hosted by the State of Bavaria U.S. West Coast Office.

Please join us for this event  
at the Stanford Faculty Club.

**Date:** Wednesday, June 3<sup>rd</sup>, 2009  
**Time:** 6.00pm to 9.00pm  
**Location:** Stanford Faculty Club (“Main Dining Room”)  
439 Lagunita Drive, Stanford, CA 94305

#### **Program:**

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6/15/2009

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Dress code: Business Casual



State of Bavaria United States Office (West Coast Division)  
388 Market Street, Suite 1050  
San Francisco, CA 94111

11.

## **Confirmation**

We have received your RSVP and we are looking forward to welcoming you and your guest to our dinner reception with the Honorable Martin Zeil to celebrate the

***10<sup>th</sup> Anniversary of the Bavarian Representative Office in California***

Thursday, June 4<sup>th</sup>, 2009 at 7.00 pm

**Carnelian Room, The Bay Room**  
Bank of America Building (52<sup>nd</sup> Floor)  
555 California Street, San Francisco, CA 94104

Please note that this reception is at capacity. Only persons on the guest list can be admitted. Since there is a wait list for this event we would very much appreciate if you could notify us should you not be able to attend.

Tel: +1.415.362.1001, Email: [sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)

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West Coast Division**



(12.)

June 23, 2009

Thank you very much for joining us to celebrate the 10<sup>th</sup> Anniversary of the Bavarian Representative Office in California on June 4<sup>th</sup>, 2009 in San Francisco. We hope you enjoyed the program and had a nice evening.

On our *Invest in Bavaria* homepage you can find pictures of State Minister Martin Zeil's visit in California and of the evening events.

The link to the picture gallery is: <http://www.invest-in-bavaria.de/Kalifornien>

Please do not hesitate to contact us if you have any questions or concerns.

Best regards,

Lucie E. Merkle and the State of Bavaria West Coast Team

**State of Bavaria  
United States Office – West Coast Division**

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
[sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)  
[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

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**Sent:** Wednesday, June 24, 2009 2:04 PM  
**To:** 'LeonieAtherton'; 'lemerkle@bavaria.org'  
**Subject:** Stanford Faculty Club - follow up  
**Attachments:** image001.png; image006.jpg

13.



### State of Bavaria

United States Office for Economic Development /  
West Coast Division

June 24, 2009

## State of Bavaria Evening Reception, Stanford Faculty Club, June 3<sup>rd</sup>, 2009

Thank you for joining our "Evening Reception" at the Stanford Faculty Club on June 3<sup>rd</sup>!

As Martin Zeil, Bavaria's State Minister for Economic Affairs, Infrastructure, Transport and Technology pointed out in his keynote, Bavaria is Germany's technological leader in the sustainable energy sector. To learn more about Bavaria's sustainable energy cluster and cooperation opportunities, please visit <http://www.invest-in-bavaria.de/en/bavarias-clusters/?attachment=1&filename=bavaria%27s%20clusters.pdf>

Furthermore, please let us know if you are interested in a copy of the keynote of Prof. Dr. Jochen Fricke. We are happy to send you a PDF-file.

On our *Invest in Bavaria* homepage you can find pictures of State Minister Martin Zeil's visit in California and our evening events.

The link to the picture gallery is: <http://www.invest-in-bavaria.de/Kalifornien>

The State of Bavaria U.S. West Coast Office is your partner for overseas business development, partnering and expansion projects. We offer individual and cost-free assistance in finding a business location and establishing contacts with key partners and industry experts in Bavaria.

If you have any questions please do not hesitate to contact us. We look forward to hearing from you.

Sincerely,

Lucie E. Merkle



**State of Bavaria  
United States Office – West Coast Division**

388 Market Street, Suite 1050

San Francisco, CA 94111

Phone: +1 (415) 362-1001

Fax: +1 (415) 362-1030

[sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)

[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

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14.



**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

Dirk Michels  
Kirkpatrick & Lockhart Preston Gates Ellis LLP  
630 Hansen Way  
Palo Alto, CA 94304

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: lemerkle@bavaria.org  
Internet: www.bavaria-westcoast.com

**COPY**

June 30, 2009

**Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco**

Dear Dirk,

It is a pleasure to inform you that the Bavarian State Minister for Justice, Dr. Beate Merk, will visit San Francisco in July 2009. State Minister Dr. Merk heads the Bavarian Department for Justice and is responsible for all questions of legislation, jurisdiction, crime prosecution and consumer protection. Please find her CV attached.

While in San Francisco, State Minister Dr. Merk likes to meet a small group of German attorneys to discuss current legal topics, learn about new legal developments in different fields and exchange experiences and new ideas.

In cooperation with the German Consulate in San Francisco, we would like to invite you to a discussion with State Minister Dr. Beate Merk on

**Thursday, July 23<sup>rd</sup>, 2009 from 3.00pm to 5.00pm.**

The meeting will be held at the German Consulate, 1960 Jackson Street, San Francisco.

It would be a pleasure for us if you could join us for this meeting. Please let us know by July 20<sup>th</sup> whether you are available. Please do not hesitate to contact us with any questions or concerns. We look forward to meeting you.

Best regards,

Lucie E. Merkle

in cooperation with



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of the Federal Republic of Germany  
San Francisco

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WEST COAST DIVISION UNIT



**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

Alexander Imberg  
Carroll, Burdick & McDonough LLP  
44 Montgomery Street, Suite 400  
San Francisco, CA 94104

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: lemerkle@bavaria.org  
Internet: www.bavaria-westcoast.com

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June 30, 2009

**Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco**

Dear Alexander,

It is a pleasure to inform you that the Bavarian State Minister for Justice, Dr. Beate Merk, will visit San Francisco in July 2009. State Minister Dr. Merk heads the Bavarian Department for Justice and is responsible for all questions of legislation, jurisdiction, crime prosecution and consumer protection. Please find her CV attached.

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of the Federal Republic of Germany  
San Francisco



**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

Achim Hoelzle  
FeldbergPacific Law Group  
650 California Street, Suite 1900  
San Francisco, CA 94108

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: lemerkle@bavaria.org  
Internet: www.bavaria-westcoast.com

June 30, 2009

**Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco**

Dear Achim,

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Consulate General  
of the Federal Republic of Germany  
San Francisco



**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

Kristina E. Pollak  
Stromsheim & Associates  
201 California Street, Suite 350  
San Francisco, CA 94111

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: lemerkle@bavaria.org  
Internet: www.bavaria-westcoast.com

June 30, 2009

**Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco**

Dear Kristina,

It is a pleasure to inform you that the Bavarian State Minister for Justice, Dr. Beate Merk, will visit San Francisco in July 2009. State Minister Dr. Merk heads the Bavarian Department for Justice and is responsible for all questions of legislation, jurisdiction, crime prosecution and consumer protection. Please find her CV attached.

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Best regards,

Lucie E. Merkle

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of the Federal Republic of Germany  
San Francisco





**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

Udo Budding  
Law Offices Stems & Walker  
580 California Street, Suite 500  
San Francisco, CA 94104

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: lemerkle@bavaria.org  
Internet: www.bavaria-westcoast.com

June 30, 2009

**Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco**

Dear Udo,

It is a pleasure to inform you that the Bavarian State Minister for Justice, Dr. Beate Merk, will visit San Francisco in July 2009. State Minister Dr. Merk heads the Bavarian Department for Justice and is responsible for all questions of legislation, jurisdiction, crime prosecution and consumer protection. Please find her CV attached.

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San Francisco



**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

Jesko Onken  
International Legal Management  
20 Edgardo Place  
San Francisco, CA 94133

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: lemerkle@bavaria.org  
Internet: www.bavaria-westcoast.com

June 30, 2009

**Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco**

Dear Jesko,

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San Francisco





**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

Kai H. Wessels  
Law Offices of Kai H. Wessels  
333 West Santa Clara Street, Suite 800  
San Jose, CA 95113

388 Market Street, Suite 1050  
San Francisco, CA 94111  
Phone: +1 (415) 362-1001  
Fax: +1 (415) 362-1030  
E-mail: lemerkle@bavaria.org  
Internet: www.bavaria-westcoast.com

June 30, 2009

**Discussion with Bavarian State Minister for Justice, Dr. Beate Merk, in San Francisco**

Dear Kai,

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